

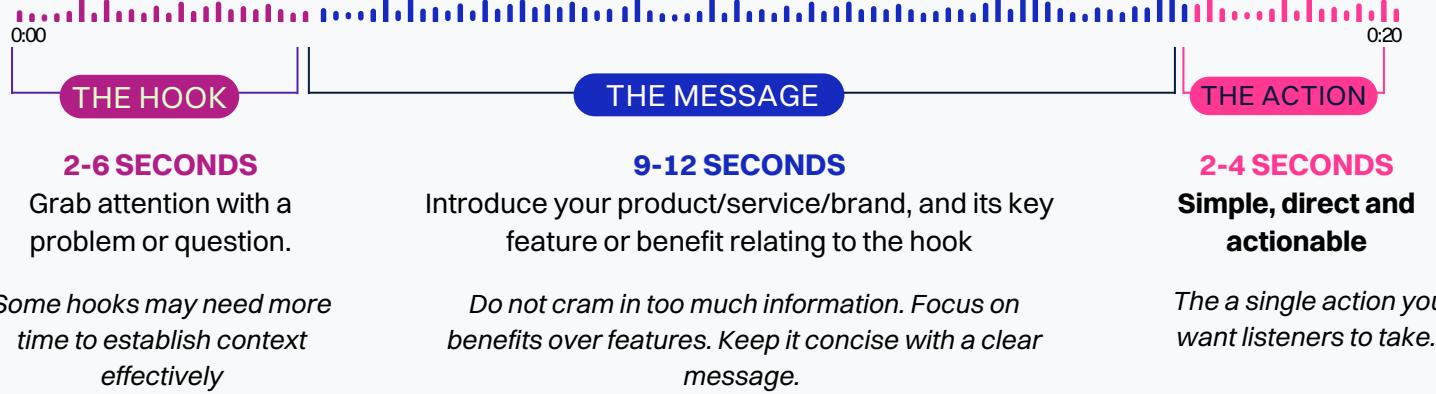
Next Audio



AdManager.FM

THE ANATOMY OF AN EFFECTIVE 20 SECOND PODCAST AD

The Core Structure



Tailoring The Ad to The Audience

1. Align the Hook with the Listener's Problem

Use the opening seconds to tap into a pain point, desire, or situation relevant to the content they're listening to.

2. Align the Message with the Genre's Purpose

Adapt your message to match the tone and intent of the show genre—educational, entertaining, relaxing, etc.

3. Align the CTA with the Listener's Headspace

Choose an action that feels natural for the moment—based on time of day, genre, or how deep into the funnel they are.

GENERIC AUDIO AD

Turning podcast listeners into customers shouldn't be complicated.

With AdManager.fm, you can create and launch audio campaigns across millions of podcasts, in one place. No expertise necessary.

Visit AdManager.fm to get started for free.

TAILORED TO SMALL BUSINESS OWNERS

Growing your small business doesn't have to be expensive.

With AdManager.fm, you can create and launch ads across millions of podcasts — cheaper than a YouTube video.

No expertise necessary.

Start turning listeners into customers today at AdManager.fm

TAILORED TO MARKETING PROFESSIONALS

Get your ad heard by millions.

With AdManager.fm create professional ads in minutes and manage multiple campaigns seamlessly—all from one platform. With DV360 integration, podcast advertising has never been easier.

Start today at AdManager.fm.



Tailoring your ad to the audience isn't just smart, it's essential.

With AdManager's powerful targeting and the built-in AI Creative Studio, you can match message to moment in minutes. No voice actors, no production delays — just effective, audience-first audio ads.

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